

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business with Marketing Awarded by Teesside University
Module Title	International Market Environment
Module Syllabus No. (if any)	BIN1077-N
Content	This module introduces basic economic theories of markets and competition along with aspects of the wider business environment, including government policy and the macro-economy. These ideas are then applied to the practical analysis of markets using Segmentation, Targeting, and Positioning framework.
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	ICA: a short case company analysis (50% of the final mark) ECA: Closed-book Multiple Choice Exam (50% of the final mark)
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Marketing: An Introduction, Global Edition, Armstrong, Gary; Kotler, Philip; Opresnik, Marc 2019 - 14th edition
Additional Reference Texts (if any)	-
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Systematically gather, record and describe with guidance, data/evidence from a range of sources relevant to market analysis.
2	Apply knowledge and analytical techniques to topical economic and business scenarios.
3	Appreciate the changing nature of the business environment and the interaction between factors affecting the economies.
4	Structure and write an academic piece of work demonstrating development in analytical skill.
5	Demonstrate numerical and data interpretation skills in simple economic and business contexts.
6	Apply key economic concepts and appreciate their business implications.
7	Identify and explain the key areas of business intelligence relevant to the market.
8	Use a range of analytical and information gathering techniques in limited and defined economic and business scenarios. Recognise the importance of and make practical use of ICT skills.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.